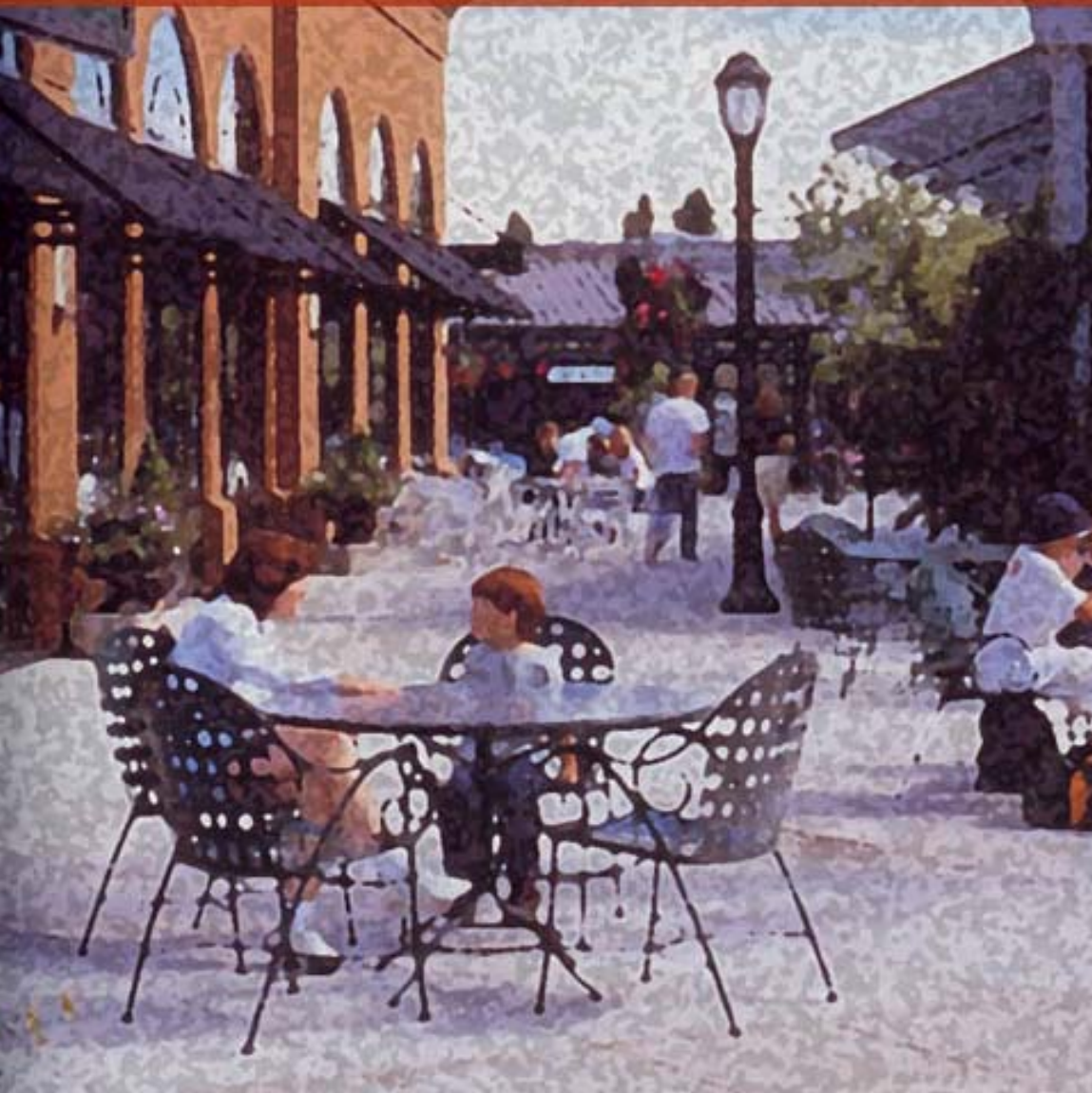


# Concord-Alewife Planning Study

PUBLIC MEETING

December 10, 2003



# Agenda

- Recap of last public meeting
- Development Principles & Planning Framework
- Breakout Groups – review planning ideas
- Report back



# Recap of June 7: Update on Findings



# Community Charrette



# Reporting Back





# Committee Reviewed Charette Findings



# Emerging Development Principles – creating a place of enhanced social, environmental and economic value









2: Create an enhanced pedestrian environment that weaves the site together including open space, transit, retail/shopping



### 3: Respect existing neighborhoods in terms of scale, use, open space transitions and managing traffic impacts





4: Encourage alternatives to single occupancy vehicles through transit, bike and pedestrian access.

Reduce anticipated auto trip growth in the Study area



5: Shape densities around proximity to transit. Locate higher densities within 10-15 minute walk to transit





## 6: Encourage a mix of uses with a significant housing component



## 7: Create places on public streets that encourage people to gather and socialize





8: Improve the quality & the quantity of stormwater in both the public and private realm. Use water for inspiration in planning & design



# Market Analysis: Existing Ownership





# Market Analysis: Hard Sites/Soft Sites



# Market Analysis: Implications for Concord-Alewife

- Plan as vehicle for improved public & private realm
- Use equitable zoning approach to set stage for parcel assemblage and to respond to market drivers
- Identify priority projects





# Storm Water and Infrastructure Improvements

- Maintain and improve infrastructure to reduce flooding
- DPW initiatives
- Kinds of interventions
  - Aggregated
  - Individual
- Incorporate BMP's and LID's to mitigate stormwater runoff

# Green Areas





# Enjoyable Places



# Preliminary Zoning Concepts

- Zoning to support committee's broad goals
  - Less density and height close to Highlands
  - Lower density far from transit
  - Allow more density closer to transit
  - Encourage housing with same approach as Citywide (i.e. allow higher FAR for residential than commercial development.)
  - Allow modest increase in retail relative to what is now there, with focus on serving people who live and work in the area
- Informed also by city-wide goals
  - Enhance diversity
  - Improve transportation



## 20 Year Horizon Land Use Projections within Study Area



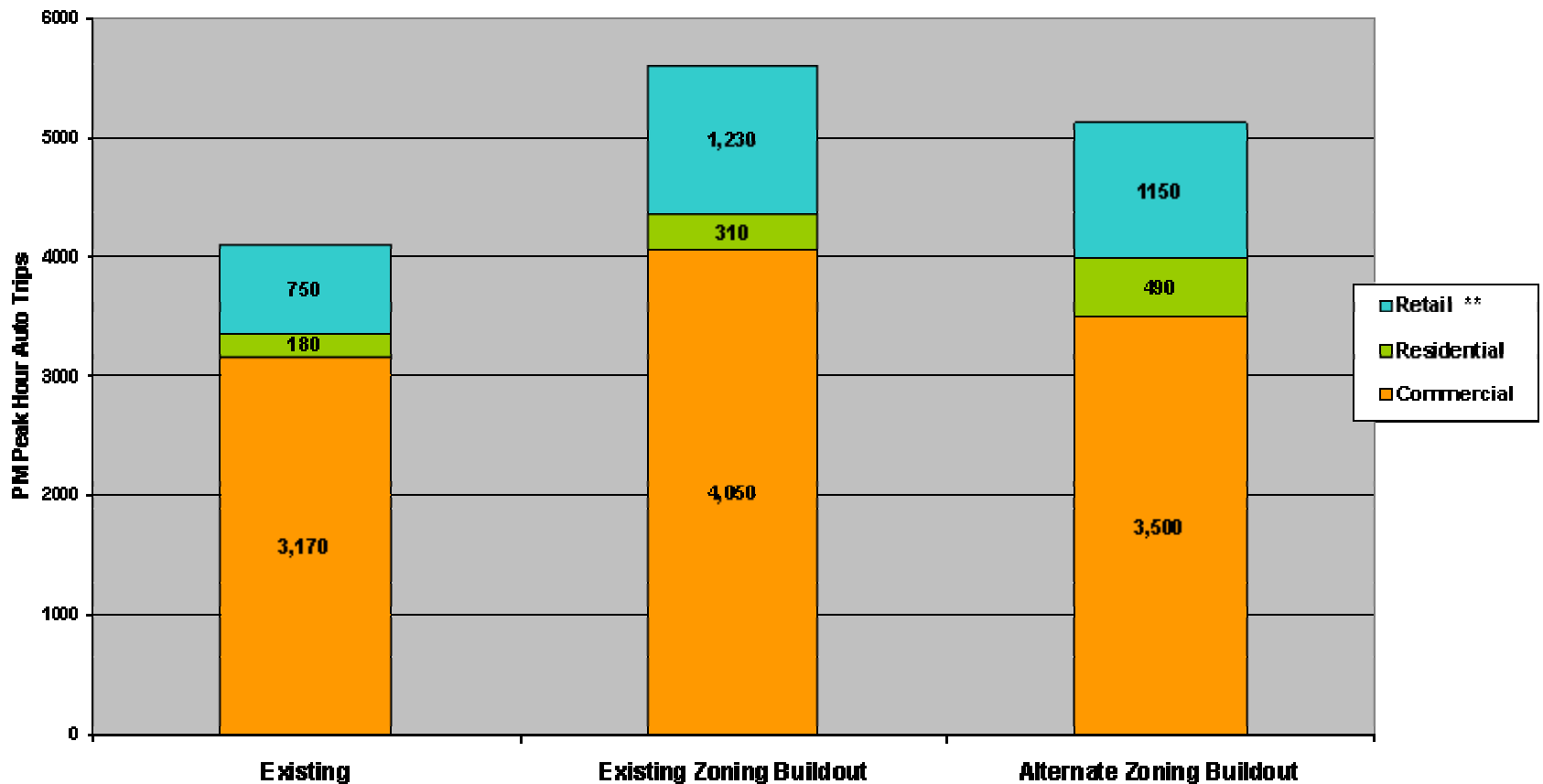
# Transportation Analysis

- Trip Generation Analysis to Inform Land Use/Zoning Scenarios
- Next Steps in Traffic Analysis
- Transportation Issues under Analysis
  - Connection across Railroad
  - Possible new Quadrangle Access
  - Local-level Issues



# 20 Year Horizon (PM Peak Hour)

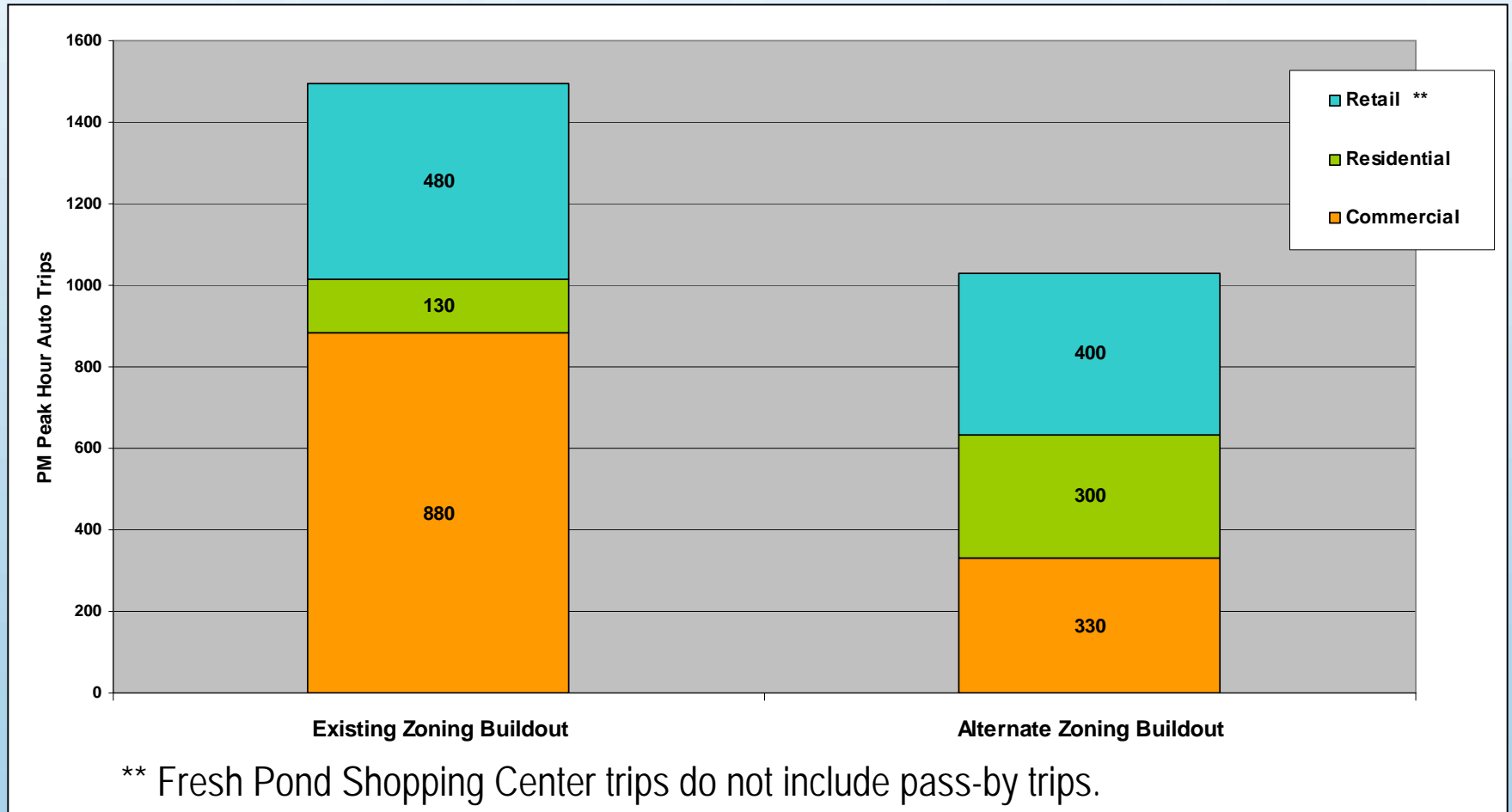
## Auto Trip Generation Projections within Study Area



\*\* Fresh Pond Shopping Center trips do not include pass-by trips.

# 20 Year Horizon (PM Peak Hour)

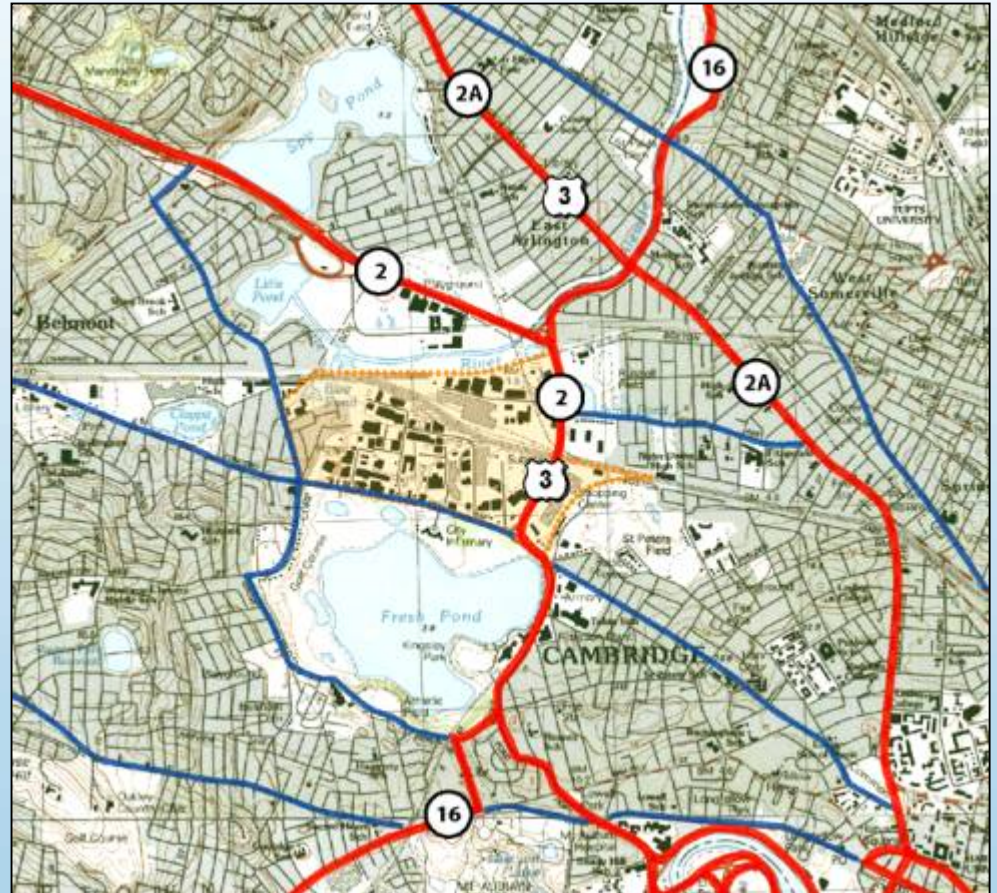
## Auto Trip Generation within Study Area – Increase over Existing Development





# Traffic Analysis

- Trip Distribution and Traffic Operations on Roadway Network
- Regional Traffic Context – Through Traffic v. Study Area Trips

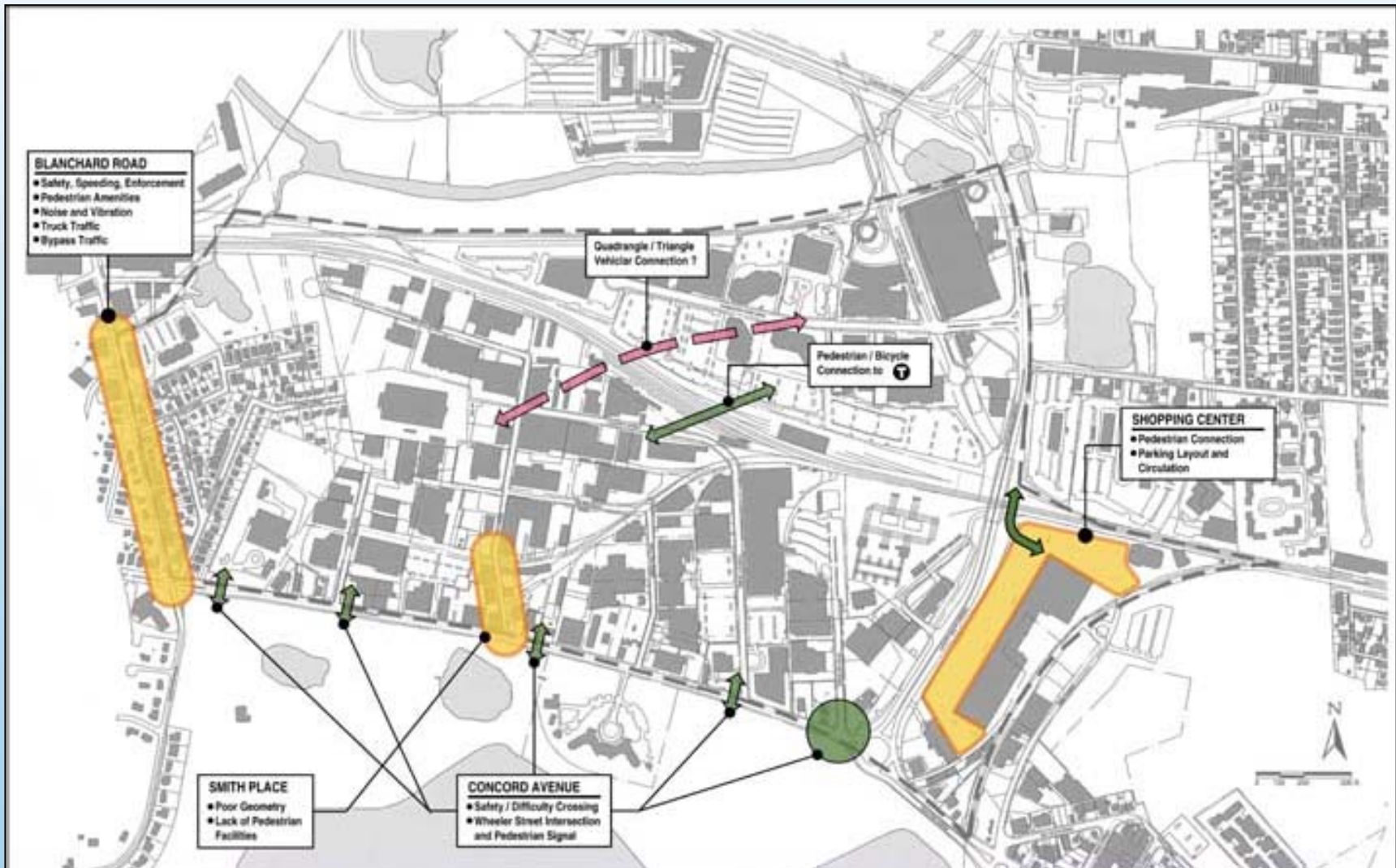


# Transportation Issues under Analysis

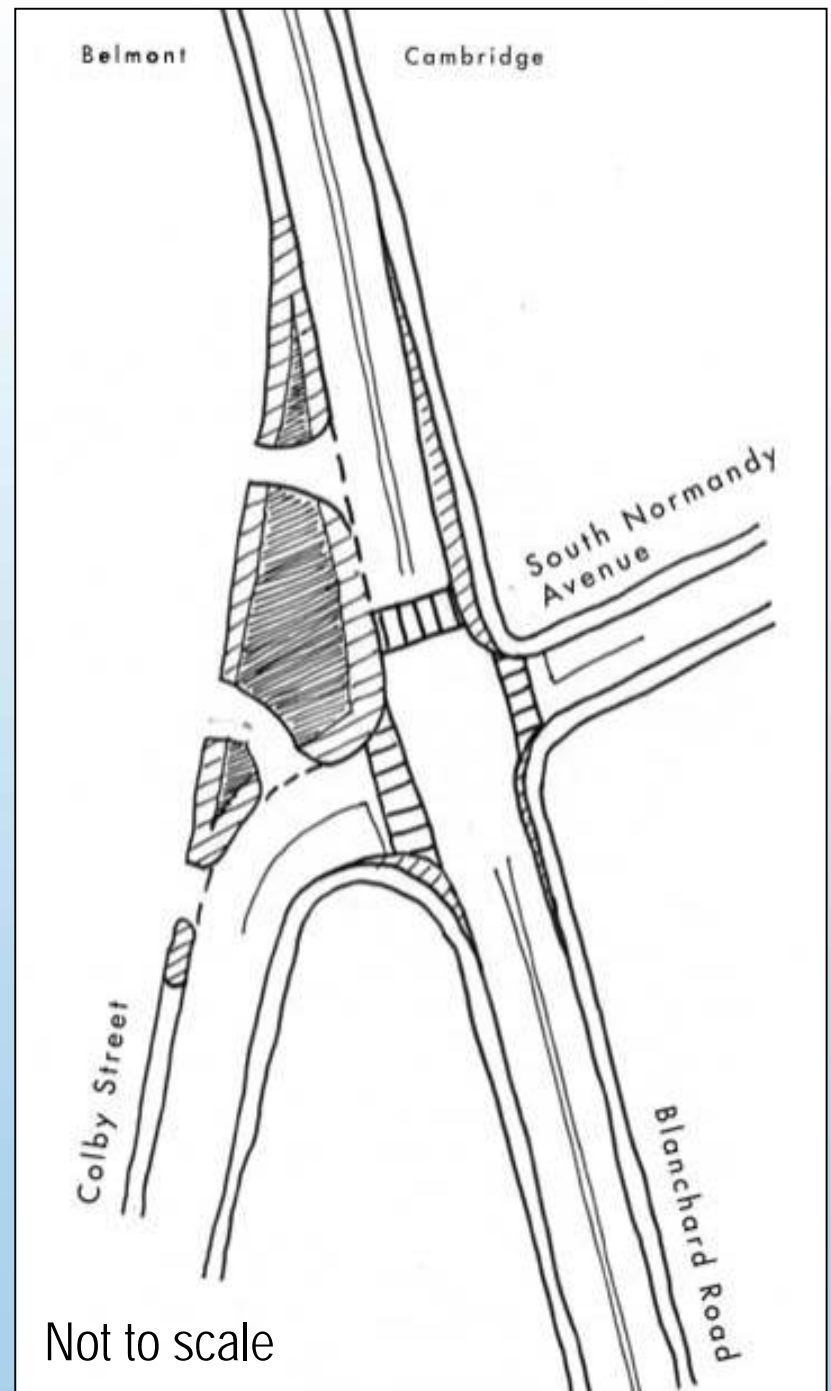
- **Connection Across Tracks**
  - Vehicular
  - Pedestrian/Bicycle
- **Possible New Quadrangle Access**
- **Blanchard Road**
  - Safety/Speeding
  - Pedestrian Amenities
  - Noise and Vibration
  - Truck Traffic
  - Bypass Traffic
- **Concord Avenue**
  - Safety/difficulty Crossing
  - Wheeler Street Intersection and Pedestrian Signal
- **Smith Place**
  - Poor Geometry
  - Lack of Pedestrian Facilities
- **Shopping Center**
  - Pedestrian Connections
  - Parking Layout and Circulation



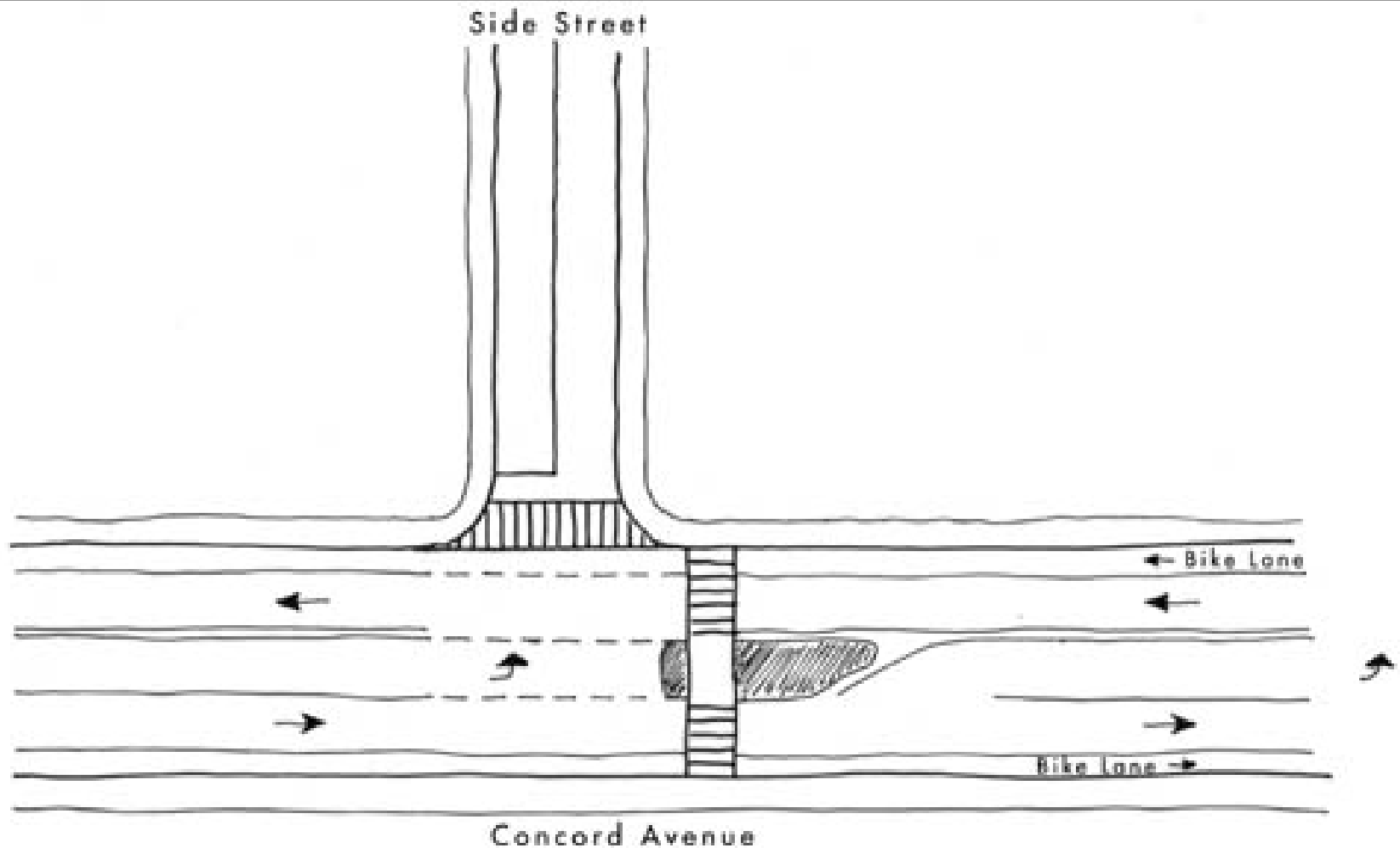
# Transportation Issues Under Analysis



# Blanchard Road Concept Sketch



# Concord Avenue Concept Sketch



Not to scale



# Planning Framework

- How it reflects the planning principles and goals
  - Land use and density
  - Housing
  - Traffic and transportation
  - Infrastructure, storm-water management and open space



# Cambridge Highlands



# Planning Opportunities

- Maintain neighborhood character & encourage compatible development
- Improve the pedestrian environment on Blanchard Road
- Connect existing open spaces & create a green buffer





# The Quadrangle



# Land Use Opportunities

- Encourage housing along Concord Avenue
- Introduce local retail internally and near Alewife Brook Parkway edge
- Create appropriate transitions between Highlands and Quadrangle through green buffers, lower densities/heights
- Create open space that mitigates storm water runoff and serves as a public
- Enhance pedestrian/bike access to Alewife Station



# Market Issues

- Existing building improvements
- Highly visible frontage on Concord Avenue
- Limited access to T and Route 2
- Less consolidated ownership and parcelization



# Place-Making Examples

## *Southwestern Quadrangle*

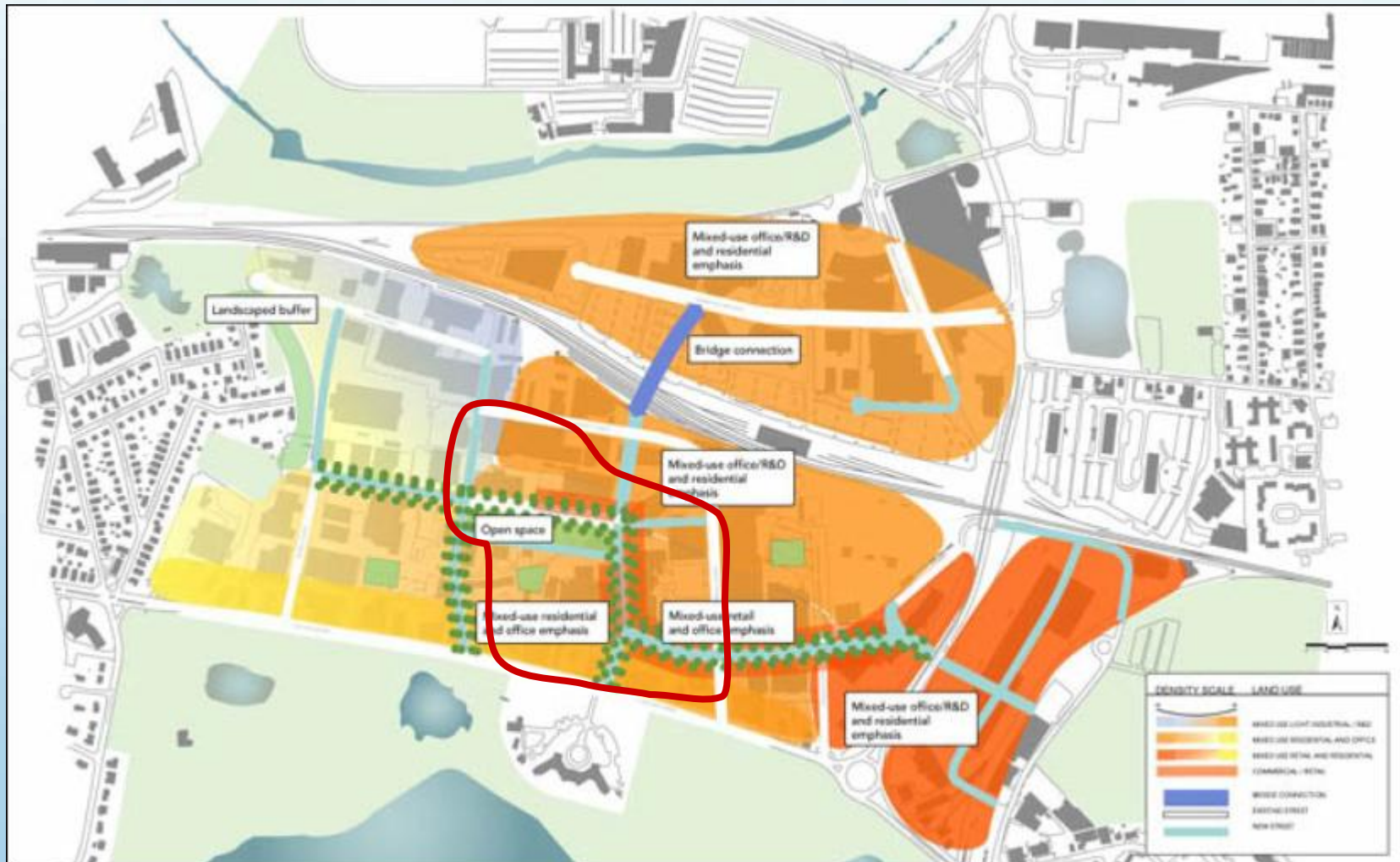






# Place-Making Examples

## *Central Quadrangle*







# Place-Making Examples

## *Concord Avenue East*



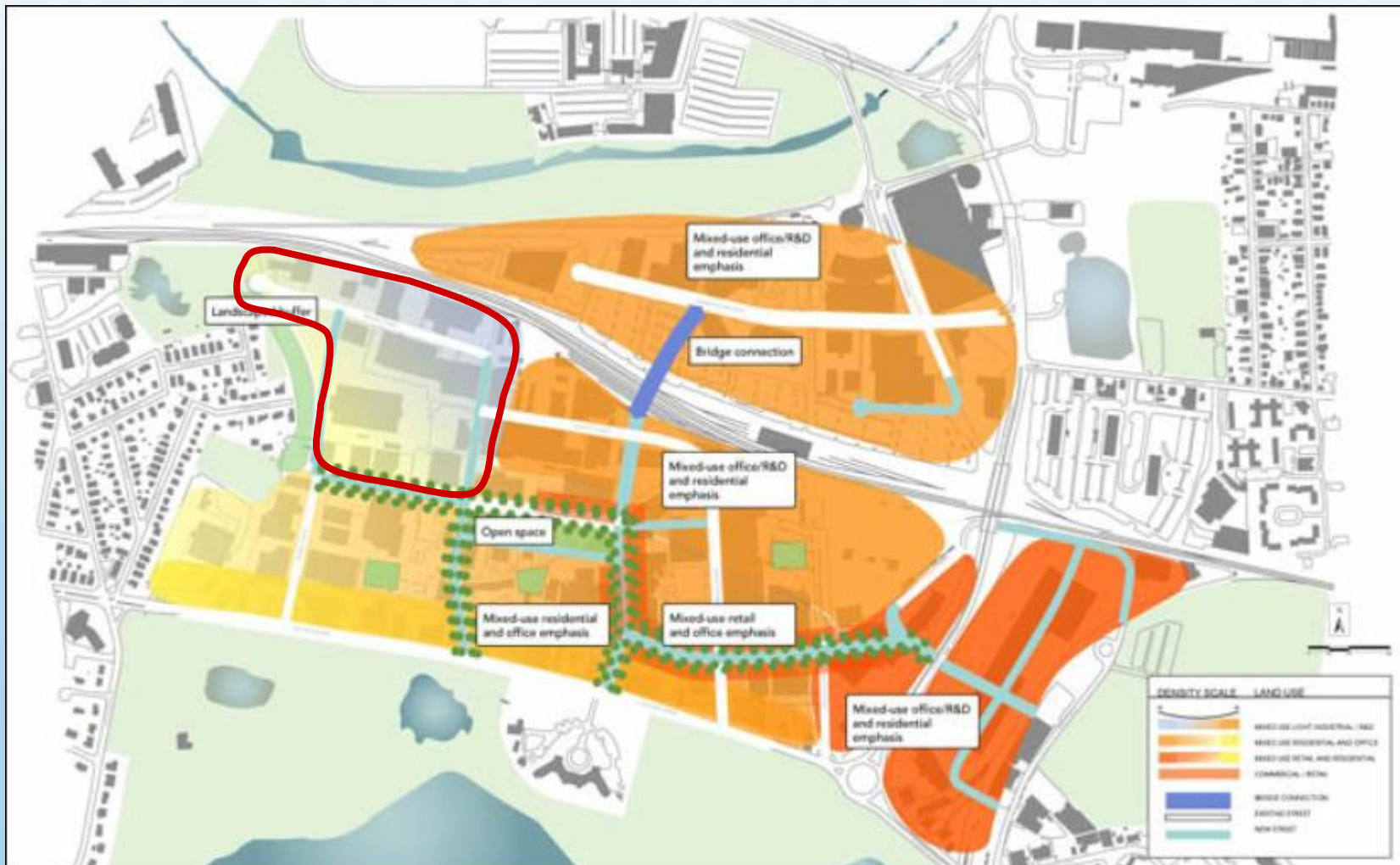






# Place-Making Examples

## *Northwest Quadrangle*







# The Triangle





# Land Use Opportunities

- Allow higher densities and heights to take advantage of proximity to T
- Encourage housing closer to the T, while continuing to support commercial development.
- Improve links between Alewife and Fresh Pond Reservations consistent with their masterplans



# Market Issues

- Direct T access
- Direct Route 2 access
- Highly visible location
- Consolidated ownership
- Good parcelization
- Coherent infrastructure/public realm
- Track record of successful development

# Place-Making Examples *Triangle*







# The Shopping Center Area





# Land Use Opportunities

- Maintain retail and encourage housing and a mix of uses
- Improve connections (vehicular and pedestrian) to other parts of the study area
- Create a vibrant pedestrian realm





# Market Issues

- Existing tenants – leases-revenue stream
- Highly visible location
- Consolidated ownership
- Good parcelization
- Proven location

# Place-Making Examples

## *Mixed use retail center*







